

ABSTRACT OF THE INVENTION

[00105] A multiphase interactive advertisement includes a first phase having a first graphical interface and a second phase having a second graphical interface including at least a streaming media component space. In an exemplary embodiment, the second phase has a dimension that is greater than a dimension of the first phase. The multiphase interactive advertisement further includes a streaming media component incorporated into the streaming media component space of the second phase. The multiphase interactive advertisement, and specifically, the streaming media component, is generated using a software player engine that includes a core set of player variables and controls.